PARLIAMENT
FORECASTING NEEDS
9/16/94

I. Luggage Collection -- tracking to forecast? -- tracking to July 15th

II. Bath Collection -- reforecast?

III. Umbrella -- tracking to forecast?

IV. 1995 Forecasting Needs

- Offensive January Direct Mail
  - Duffle Bag: 60 pack UPC's $3.50 pth
  - Drop Date: January 1st
  - Expiration Date: July 31st
  - Last Call Direct Mail Drop: March 1st
  - Limit: One duffle bag per person
  - Circulation: 250M
    - Parliament in Consideration Set Smokers

- Defensive April Direct Mail
  - Continuity Collection: Wicker Picnic Basket: 150 pack UPC's $25
    Plastic Wine Chiller: 50 pack UPC's 35
  - Drop Date: April 1st
  - Expiration Date: September 30th $400
  - No Last Call
  - Limit: One picnic basket and chiller per person.
  - Circulation: 200M
    - Parliament smokers only

Consumer pays pth

- April Carton Insert
  - Free Set of Four Ice Cream Dishes: 60 pack UPC's $6.00
  - Drop Date: April 1st
  - Expiration Date: July 31st
  - Limit: Two sets of four glasses
  - Circulation: 1.3MM Parliament cartons: 60% 100's
    20% Box
    20% Soft

Consumer pays pth

Stickered Outside of Carton

One month's Volume

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Source: https://www.industrydocuments.ucsf.edu/docs/jpfm0004